# Aarthi Ravindran

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in aarthiravindran

## 🎨 SKILLS

- Information Architecture
- Accessibility, 508 Compliance
- Competitive Analysis
- Heuristic Evaluation
- Storyboarding
- Empathy Mapping
- Journey Mapping
- Personas
- Wireframing & Prototyping
- Usability Testing
- Concept Validation Testing

## ✏ TOOLS

- Figma
- Sketch
- Axure RP
- Adobe Creative Suite
- Pendo.io
- Google Analytics
- FullStory

## 🔲 DEVELOPMENT METHODS

- SAFe
- Scrum
- Kanban

## 🎓 EDUCATION

**M.S in Information Technology - Human Centered Design**
*University of North Carolina at Charlotte*
Aug 2018 – Dec 2019

**B.E in Computer Science**
*Sri Venkateswara College of Engineering*
Aug 2014 – May 2018

## 💼 PROFESSIONAL EXPERIENCE

**Interaction Designer**
*Digital.ai Software Inc.*
Jan 2020 – present | Atlanta, USA

- Collaborated closely with a cross-functional team of 10+ UX designers, researchers, and engineers to create personas, user flows, conceptual diagrams, journey maps, storyboards, wireframes, and prototypes.
- Designed 35+ components for the unified UI Design System Library and maintained the documentation for each component.
- Uncovered and improved 25+ areas where consistency could be established across all products.
- Executed 10+ heuristic evaluation audits across products to identify usability problems and shared the recommendations with my product team.
- Co-ordinated with product managers, engineers, and researchers to help define the project requirements and usability goals.
- Synthesized data and findings to enable the team to arrive at a shared understanding of customer needs.
- Facilitated 50+ design feedback and iteration sessions with the product teams.

**Interaction Design Intern**
*CollabNet Inc. (Now Digital.ai)*
Jun 2019 – Dec 2019 | Alpharetta, USA

- Designed wireframes and prototypes for new innovations and solutions for a newly launched product called "Ossum".
- Assisted in strategizing the roadmap to address 30+ major usability issues by working closely with the Product Manager and Team Lead.
- Performed competitive analysis to understand the positioning of the product.
- Analyzed and researched the day-to-day user behavior of 100+ users and gathered useful insights to improve the product.

## 🏅 CERTIFICATES

- IBM Enterprise Design Thinking Practitioner
- Certified SAFe 5 Agilist
- Certified Scrum Master (SCM)